

LEO BURNETT COMPANY, Inc.

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# Multifilter:

Lower in tar than 95% of all cigarettes sold.

TWO MEDIUM FILTER TECHNIQUES

Fresh-Air System

Activated Charcoal granules

MULTIFILTER

MULTIFILTER

## Consider it.

Multifilter: A low tar cigarette with a tobacco man's kind of flavor. Lower in tar at 15 mg., than 95% of all cigarettes sold in the U.S. which range from a high of 31 mg. tar to a low of 2 mg. tar.



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